Broadcasting Aug 6

Incorporating Broadcasting / Cable — 59th Year 1990

RADIO / 44
Arbitron, Birch cite stations for ratings bias

TELEVISION / 35
Turner to syndicate, barter 'Wonder Years' in off-network run

CABLE / 50
Two new Spanish networks vie for cable carriage

TECHNOLOGY / 65
U.S. entrepreneur goes after rights to test DAB over here

Vol. 119 No. 6

NTIA comments may lead way on fin-syn

20814 MD
ΦETHESDA
4520 EAST-WEST HWY
CONGRESSNL INFO SRV **SAMPLE
SPI ACQ
20814SRI AT8501 ZCZ
**********5-DIGIT 20814

THIS WEEK

27 / SPECTRUM FEE DEBATE

National Association of Broadcasters President Eddie Fritts promises to launch extensive lobbying campaign against Bush administration's proposal to levy a 4% fee on the revenue of commercial users of the spectrum, as deficit deflation measure. Fee is said to be designed to raise $4 billion annually—with about $1.5 billion of that coming from broadcasters. According to Fritts, that would push a number of broadcast operations into the red.

29 / ALL EYES ON NTIA FIN-SYN PLAN

National Telecommunications and Information Administration's comments to FCC on its financial interest and syndication rules could prove to be the basis for a final ruling by the commission. Both the networks and Hollywood were able to embrace the agency's recommendations, although the networks were not wholly satisfied with every aspect of the proposal. NTIA said the marketplace has changed enough to merit relaxation of the fin-syn rules, but not without some safeguards. The agency also suggested extending the Fox Broadcasting waiver for three to five years.

30 / THE DAB DEBATE BEGINS

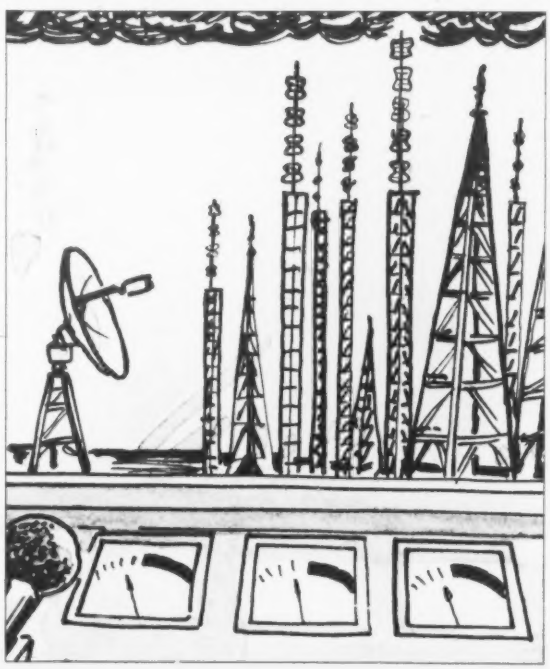
The FCC has released an inquiry into the public interest and technical aspects of digital audio broadcasting (DAB), a new technology that promises better sound and a wider selection of audio programing than is provided by today's radio industry. But the commission will have to wrestle with the tasks of finding spectrum for DAB and the possible loss of local service due to satellite-delivered DAB.

Strother Communications Inc. (SCI), a start-up company in Hammond, La., believes it has answers to some of the questions. It has proposed a full plan for implementation of satellite and terrestrial broadcasting in the U.S. SCI has also asked the FCC for an experimental license to test terrestrial DAB systems in the Washington and Boston markets (see page 65).

31 / LONG-TERM PICKUPS

New World Entertainment's *The Wonder Years* and Warner Bros. Domestic Television's *Murphy Brown* are among select top-rated shows for which studios have negotiated two-year orders from the networks, guaranteeing that each sitcom will have more than 100 episodes available for off-network syndication.

Spectrum fee proposal (page 27)



33 / IS GOODWILL ENOUGH?

The cable industry has begun its assessment of the future of the Goodwill Games. The upside is that the staging of the event itself went well, and gives the industry a high quality exclusive product with which to be associated. On the downside: the games cost operators and Turner millions of dollars, as ratings were lower and losses were higher than initially forecast.

35 / 'WONDER YEARS' IN OFF-NETWORK ORBIT

New World Entertainment reaches deal with Turner Program Services to manage distribution and barter sales for likely fall 1992 off-network launch of *The Wonder Years*.

38 / HOME AGAIN

Steve Friedman, who returned to NBC two months ago as executive producer of *The NBC Nightly News with Tom Brokaw*, believes that the time has come to reshape the evening newscast. The former executive producer of *Today* and GTG's ill-fated *USA Today on TV* is, according to those who know him, back where he belongs.

40 / ANOTHER LOOK

ABC's *Twin Peaks*, leading the pack with 14 Emmy nominations, can be seen in reruns from now through its season

premiere Sept. 30. The network is hoping to attract new viewers as well as bring back fans of the offbeat show for another, ah, peek.

44 / BELOW-THE-LINE LISTING

In the spring 1990 ratings survey, Arbitron listed two stations—WPOM(AM) Riviera Beach, Fla., and WFLY(FM) Troy, N.Y.—below the line for "ratings bias/distortion." The managers of those stations say they were cited because they don't subscribe to Arbitron; they claim their "write-it-down" promos are no more misleading or egregious than those aired by many other stations.

46 / INFLUENCING PEOPLE?

Israel is accused of manipulating the radio reports of freelance foreign radio correspondents and secretly channeling money through the studio to pay the reporters' salaries. Israel's foreign ministry denies having any reporters on its payroll.

50 / SPANISH-LANGUAGE CABLE

Two new cable-exclusive Spanish-language networks looking to fill a new niche in the Hispanic media are getting ready to launch. They've got to contend with competition from each other as well as existing broadcast/cable Spanish networks. And they have a challenge to get carriage from systems at all, given the current channel-capacity crunch.

56 / JUST SAY NO

Stations in Los Angeles and New York said no to Nielsen's idea of implementing peoplemeters for local ratings. Stations were nervous about both the reliability of the meters and the practicality of installation when Nielsen is working on a passive meter it hopes to introduce in the next few years. Meanwhile, Nielsen's national numbers show viewer decline stabilizing. However, contrasts between Nielsen's local and national numbers are cause for concern to the networks.

'The Wonder Years' heads for syndication via Turner (page 35)

59 / TV'S THE STRONG SUIT

Syndication is the good news for Hollywood majors beset by bad fiscal results in other divisions. In the meantime, pay TV is turning out to be a mixed bag with some companies reporting profits from operations while others cite declines.

67 / BUILT TO LAST

Symbolics Inc., Burlington, Mass., is introducing a new workstation, the XL1200, that combines paint and 2D3D animation in a 2D-priced system and is software-driven for compatibility with HDTV video formats of the future.

68 / HOLLYWOOD OF THE NORTH

U.S. production spending in the Canadian TV and film center of the province of Ontario—on the rise in recent years—has taken a big dip, falling in 1988-89 by more than 50%. And, according to a new study by the Ontario Film Development Corp., an increase in U.S. co-venture production in Ontario only partially offset the decline. Despite the losses, Ontario's new minister of culture and communications, Hugh P. O'Neil, indicated continuing support for policies that could aggravate U.S. media companies, particularly the use of program quotas.

70 / GETTING FIT FOR SURVIVAL

J. Lawrence Dunham, president of General Instrument's VideoCipher Division, believes his company's de facto hold on the video encryption business will prevail in the long run, thanks to an "evolutionary" plan designed to meet a variety of challenges from competing purveyors of scrambling and compression systems, as well as from video pirates. In an exclusive interview with BROADCASTING, Dunham outlines plans to move by stages into the digital video age with the financial assistance of programers.

72 / S.2800 PASSED

A so-called video dial tone bill was unanimously approved by the Senate Commerce Committee that keeps the telephone industry from becoming full-fledged video providers, free of any common carrier regulation.

INDEX

Advertisers Index	94
Business	56
Cable	50
Cablecastings	55
Changing Hands	58
Classified Advertising	81
Closed Circuit	8
Datebook	12
Editorials	98
Fates & Fortunes	90
Fifth Estater	95
For the Record	74
In Brief	96
International	68
Masthead	20
Monday Memo	22
Open Mike	20
Programing	35
Radio	44
Ratings Roundup	43
Riding Gain	49
Satellite	70
Stock Index	63
Technology	65
Top of the Week	27
Washington	72

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. Broadcasting/Cable introduced in 1989. *Reg. U.S. Patent Office. Copyright 1990 by Broadcasting Publications Inc.

Incorporating

The Fifth Estate
TELEVISION.
Broadcasting
&Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $350 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* $115, *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

RATINGS ROUNDUP

The three-network share of viewing in prime time sank to 51% for the week ending July 29. All three networks averaged a 17 share, with NBC and ABC each averaging 8.9, while CBS was third with 8.4. A *Roseanne* repeat was the top show of the week. In fact, the only non-repeats making it to the top 20 were 6th-ranked *60 Minutes* and 12th-ranked *20/20*. A Jane Pauley special, *Real Life with Jane Pauley*, won its period Tuesday, July 24, at 10 p.m., finishing 21st overall with 11/20. A new CBS summer show, *Top Cops*, was first in its period Wednesay, July 25, with 10.6/20, finishing 23rd. Another new CBS summer show, *Northern Exposure*, finished second behind *L.A. Law* repeat on Thursday, July 26, beating ABC's *Prime Time Live*. ABC won the evening news race once again, with 8.9/20, followed by CBS's 7.8/17 and NBC's 7.6/17.

Week 44 **July 23–July 29**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	14.6/26	A	Roseanne
2		14.4/28	N	Cheers
3	▲	13.3/28	N	Cosby
3	▲	13.3/24	C	Murder Ordained, Pt.1
5		13.1/27	N	Empty Nest
6	▲	12.9/28	N	Golden Grils
6	▲	12.9/29	C	60 Minutes
8	▲	12.3/25	N	A Different World
8	▲	13.3/26	N	Unsolved Mysteries
10	▲	12.2/25	A	Amer. Funniest Videos
10	▼	12.2/22	F	Married...With Children
12	▼	12.0/25	A	20/20
13	▲	11.7/20	A	Coach
13	▲	11.7/20	C	Designing Women
13	▲	11.7/22	A	Wonder Years
16	▲	11.6/23	A	Who's the Boss?
17	▼	11.5/21	N	Grand
18		11.4/20	C	Murphy Brown
19	▲	11.2/21	N	Night Court
19	▼	11.2/21	F	Simpsons
21	▼	11.0/19	F	In Living Color
21	▼	11.0/20	N	Real Life w J. Pauley
23	▲	10.6/19	N	Heat of The Night
23	▲	10.6/20	C	Top Cops
25	▲	10.5/18	A	Movie:In Self Defense
25	▲	10.5/21	A	Just the 10 Of Us
27		10.3/18	C	Face To Face w C. Chung
27	▲	10.3/22	A	Perfect Strangers
29		10.2/22	A	Family Matters
29	▼	10.2/20	C	Murder, She Wrote
29	■	10.2/22	C	Rescue: 911
29	■	10.2/19	A	Tim Conway
33	▲	10.1/18	N	Dear John
33	▼	10.1/23	A	Full House
35	▼	9.8/21	N	Hunter
36	▼	9.6/19	C	Major Dad
37	▲	9.5/18	A	Doogie Howser, M.D.
38	▲	9.4/17	C	Jake and The Fatman
38	▼	9.4/18	N	Matlock
40	▼	9.3/20	A	Growing Pains
41	▼	9.2/18	N	L.A. Law
41	▼	9.2/18	N	Quantum Leap
43	▼	9.1/18	A	Head Of The Class
43	▼	9.1/18	C	Northern Exposure
45	▼	9.0/16	N	Movie:Kate's Secret
46	▲	8.9/17	A	Movie:Moonraker
46		8.9/17	C	Sydney
48	▼	8.8/16	C	Tarzan In Manhattan
49	▲	8.4/17	A	Primetime Live
50	▲	8.3/18	A	Mystery Movie:Columbo
51	▼	8.1/17	C	48 Hours
52		8.0/15	A	Checkered Flag
53		7.7/15	F	Amer. Most Wanted
53	▲	7.7/14	A	Anything But Love
53	▲	7.7/14	A	thirtysomething
56	▲	7.6/18	N	227
57		7.4/14	A	Just Life
58	▼	7.2/16	C	Primetime Pets
59	▲	7.0/15	N	Midnight Caller
60	▲	6.8/14	A	Father Dowling
61	▼	6.6/12	N	Movie:Johnny Ryan
61	▼	6.6/13	N	Sister Kate
63	▼	6.5/12	N	Working Girl
64	▲	6.3/15	F	Cops
64	▼	6.3/15	A	Super Jeopardy!
66		6.0/12	A	China Beach
67		5.9/13	N	Bret Maverick
67	▼	5.9/12	N	Yellow Rose
69	▲	5.8/11	F	Booker
70		5.6/11	C	Eddie Capra Mysteries
71	▲	5.2/11	C	Tour Of Duty
72	▼	5.1/12	C	Paradise
73		5.0/11	C	Close Encounters
73	▲	5.0/11	A	Life Goes On
73		5.0/11	A	Monopoly
76		4.9/10	C	Hurricane Sam
76		4.9/10	N	Movie:A Family For Joe
76	▼	4.9/10	C	Newhart
76		4.9/11	F	Totally Hidden Video
80	■	4.5/9	C	Room For Romance
80		4.5/10	C	America:C.Brown
82		4.3/9	F	King Of The Mountain
82	▼	4.3/8	F	21 Jump Street
82		4.3/9	C	Wish You Were Here
85	▼	4.1/9	C	Beauty & The Beast
86	▲	4.0/7	F	Alien Nation
87	▲	3.5/8	F	Outsiders
88		2.9/5	F	Hollywood Dog
89	■	2.5/5	F	Molloy
90		2.4/5	F	Glory Days Preview I

FREEZE FRAMES: Syndication Scorecard *

Week ended July 23

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.6	233	99
2	Jeopardy! (King World)	10.6	221	99
3	Universal Pict. Debut Network (MCA TV)	8.6	139	94
4	Star Trek: Next Generation (Paramount)	8.1	235	98
5	Oprah Winfrey (King World)	8.0	217	99
6	Cosby Show (Viacom)	7.5	204	98
6	Current Affair(20th Century Fox TV)	7.5	196	98
8	Entertainment Tonight (Paramount)	6.8	181	96
9	Wheel of Fortune, wknd. (King World)	6.5	213	93
10	Donahue (Multimedia)	5.8	230	99
11	Geraldo (Tribune)	5.1	189	98
12	People's Court (Warner Bros Domestic TV)	4.8	183	91
13	Friday the 13th (Paramount)	4.6	192	93
14	Star Search (TPE)	4.5	172	96
15	Arsenio Hall Show (Paramount)	4.4	204	97
15	Chip 'N' Dale (Buena Vista)	4.4	179	97
15	Family Feud 2 (LBS)	4.4	134	83
15	Inside Edition (King World)	4.4	122	58

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KCOL(AM)-KIMN(FM) Fort Collins, Colo. □ Sold by KCOL Corp. to University Broadcasting Co. for price estimated to be between $2.3 million and $2.4 million. Stations were acquired in February 1986 for $2.5 million. Seller is headed by Jack Minkow, Don Durden, Van Zandt Hawn, Ronald Harwith and Addison L. Piper. Buyer is headed by Arthur A. Angotti, Robert A. Borns, David R. Frick, Jerry L. Neal, Michael L. Smith, Glenn M. Swisher, Robert T. Wildman and Julia M. Rogers, and is licensee of WAZY-FM Lafayette and WBWB-FM Bloomington, both Indiana. KCOL is fulltimer with oldies format on 1410 khz with 1 kw. KIMN has CHR format on 107.9 mhz with 100 kw and antenna 470 feet above average terrain. *Broker: William A. Exline Co.*

WDRM(FM) Decatur, Ala. □ Sold by Dixie Broadcasting Inc., debtor in possession, to Radio WBHP Inc. for $575,000. Total is due in cash at closing and includes $25,000 noncompete covenant. Station was acquired in 1976 for $500,000. **Seller** is headed by Donald G. Martin and Johnny Mack Bramlett and has interest in WHOS(AM) Decatur, Ala. **Buyer** is headed by W.H. Pollard Jr., Anne C. Pollard, M. Louis Salmon and W.L. Pollard, and is licensee of WBHP(AM) Huntsville, Ala. WDRM has country format on 102.1 mhz with 100 kw and antenna 984 feet.

PROPOSED STATION TRADES

Station deals last week: **10**
Dollar value: **$1,881,943**
1990 station deals: **543**
1990 value: **$1,469,422,813**

WKLA-AM-FM Ludington, Mich. □ Sold by WKLA Inc. to Chickering Associates Inc. for $450,000. Price includes $20,000 deposit, $230,000 cash at closing and $200,000 consult and noncompete agreemant for five years. WKLA(AM) was acquired in 1950 and WKLA-FM went on air in May 1971. **Seller** is headed by R. Thomas and Ann Plank, husband and wife, and has no other broadcast interests. **Buyer** is headed by John E. Chickering and has no other broadcast interests. WKLA has easy listening format on 1450 khz with 1 kw day and 250 watts night. WKLA-FM has adult contemporary format on 106.3 mhz with 3 kw and antenna 2,983 ft.

KJOP(AM) Lemoore, Calif. □ Sold by Carol Willis, receiver, to Goodwill Broadcasting Co. for $376,942. Price reflects total amount of default judgment. Station was acquired in November 1985 for $375,000. **Seller** has no other broadcast interests. **Buyer** is headed by John H. Pembroke and Ophelia Beckwith. Pembroke is licensee of WONG(AM) Canton and WOTA(AM) Vicksburg, both Mississippi. KJOP is fulltimer with Spanish format on 1240 khz with 1 kw.

WBBC-AM-FM Blackstone, Va. □ Sold by Blackstone Communications Inc. to Central Virginia Communications Corp. for $250,000. Total is due in cash at closing. WBBC was acquired in Dec. 1951 and WBBC(FM) went on air Nov. 1975. **Seller** is headed by Michael C. and Robert Rau, brothers, and E.B. Crutchfield and has no other broadcast interests. **Buyer** is headed by Gardner H. Altman Jr., who is 100% shareholder of Kat Broadcasting Corp., licensee of WDSC(AM)-WZNS(FM) Dillon, S.C.; WHCC(AM)-WQNS-FM Waynesville and WFLB(AM) Fayetteville, both North Carolina; WSVS-AM-FM Crewe, Va., and WETT(AM)-WWTR(FM) Ocean City, Md. WBBC is daytimer with black and country format on 1440 khz with 5 kw. WBBC(FM) has country format on 93.5 mhz with 1.8 kw and antenna 370 feet.

Cable

System serving 51% of Ottawa □ Sold by Skyline Cablevision Ltd. to Rogers Communications Inc. Price was not disclosed, but has been estimated to be $1.1 million to $1.4 million. Skyline was formed in 1966. **Seller** is headed by Hyman Soloway and has no other cable interests. **Buyer** is headed by Ted Rogers and has systems serving more than 1.6 million subscribers in Ontario, British Columbia and Alberta, all Canada. System passes 124,000 homes and serves 115,000 basic subscribers and 20,500 premium subscribers.

BROADCAST INVESTMENT ANALYSTS, INC./
FRAZIER, GROSS & KADLEC

has completed the tax appraisals of television stations

WATL Atlanta
WXIN Indianapolis
KDVR Denver

for

CHASE ENTERPRISES

BIA/FGK
Financial Consultants to the Communications Industry
P.O. Box 17307
Washington, DC 20041

In Washington, call:
Thomas Buono, Frank Higney
or David Cole (703) 478-5880
In Atlanta, call:
Sandra Freschi (404) 892-3550